

## Project Design Phase – 2

<b>Date</b>	15 October 2022
<b>Team ID</b>	PNT2022TMID33413
<b>Project Name</b>	Personal Expense Tracker Application
<b>Maximum marks</b>	2 marks

### Customer Journey Map:

Journey Steps Which step of the experience are you describing?	Discovery Why do they even start the journey?	Registration Why would they trust us?	Onboarding and First Use How can they feel successful?	Sharing Why would they invite others?
<b>Actions</b> What does the customer do? What information do they look for? What is their context?	<div>Check your account statements</div> <div>Compare your expenses</div> <div>Identify room for change</div>	<div>Choose, compare, improve, transfer software</div> <div>Create your expense categories</div> <div>Create your expense input</div>	<div>Control costs, and use data to plan spending and saving to and how much money is needed</div> <div>It Helps You Stick to Your Budget</div> <div>Record Expenses With Pen and Paper</div>	<div>Control costs, and use data to plan spending and saving to and how much money is needed</div> <div>Achieve your business goals</div> <div>Access control</div>
<b>Needs and Pains</b> What does the customer want to achieve or avoid? Tip: Reduce ambiguity, e.g. by using the first person narrator.	<div>Scale up at the pace your business is growing</div> <div>Simplify integrations with existing infrastructure</div> <div>Ability to provide valuable insights</div>	<div>Wider to keep an accurate record of your money inflow and outflow</div> <div>It Helps You Meet Your Financial Objectives</div> <div>The business owner can see the financial health of their business</div>	<div>The 50/50/20 budget calculator</div> <div>Tracking your expenses over time allows you to see where you are spending money to plan and save the right amount</div> <div>Digitize Your Expense Tracking</div>	<div>With real-time data, you can make informed decisions about your business</div> <div>Identify problem areas</div> <div>Encourages and increases savings</div>
<b>Touchpoint</b> What part of the service do they interact with?	<div>Web browser or mobile app</div> <div>Mobile app or web browser</div> <div>Web browser or mobile app</div>	<div>Financial &amp; Expense Manager</div> <div>Expense Tracker</div> <div>Expense Tracker</div>	<div>Web browser or mobile app</div> <div>Mobile app or web browser</div> <div>Web browser or mobile app</div>	<div>Expense Tracker</div> <div>Expense Tracker</div> <div>Expense Tracker</div>
<b>Customer Feeling</b> What is the customer feeling? Tip: Use the <b>emoji app</b> to express more emotions	<div>Reducing the likelihood of error</div> <div>👉</div>	<div>Well Designed pricing</div> <div>👉</div>	<div>😊</div> <div>Time to Fulfillment</div> <div>😬</div>	<div>Helps create financial stability</div> <div>😊</div>
<b>Backstage</b>				
<b>Opportunities</b> What could we improve or introduce?	<div>Increase financial objectives</div>	<div>Increase the checking of account statement</div>	<div>Get receipts for all purchases, and put them in an envelop</div>	<div>Depreciation of equipment</div>
<b>Process ownership</b> Who is in the lead on this?	<div>User</div>	<div>Best overall free app</div>	<div>Use software to categorize and check expenses at the end of the month</div>	<div>Have a dedicated business bank account</div>

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